

Vincennes  PBS

WVUT

**2024 LOCAL CONTENT & SERVICE REPORT
TO THE COMMUNITY**

ON THE AIR

22.1 Vincennes  PBS

22.2 Vincennes  PBS


Vincennes  PBS

22.3



STREAMING & ON DEMAND

VincennesPBS.org



YouTubeTV

PBS  Passport



You  Tube



LOCAL VALUE

- **VINCENNES PBS REMAINS A VALUABLE PART OF THE SOUTHWEST INDIANA AND SOUTHEAST ILLINOIS REGION.**
- **PROVIDING HUNDREDS OF HOURS OF LOCAL PROGRAMMING EACH YEAR, ALONG WITH MORE THAN 11,000 HOURS OF CHILDREN'S PROGRAMMING.**
- **VINCENNES PBS IS PROUD TO SERVE OUR LOCAL VIEWERS AS THE ONLY TELEVISION STATION WITHIN A 50-MILE RADIUS.**
- **VINCENNES PBS CONTINUES TO PROVIDE OUR AREA WITH ULTRA-LOCAL NEWS AND PUBLIC INFORMATION IN A TIMELY MANNER.**

KEY SERVICES

- **SERVING AS A TRUSTED SOURCE FOR NEWS & PUBLIC AFFAIRS COVERAGE.**
- **FOCUSED ON ISSUES THAT IMPACT THE QUALITY OF OUR COMMUNITY AND THOSE LIVING IN OUR VIEWING AREA.**
- **EXPANDING OUR DIGITAL CONTENT TO MEET OUR AUDIENCE WHERE THEY ARE ON MULTIPLE PLATFORMS.**
- **PROVIDING ARTS AND CULTURE PROGRAMMING CELEBRATING THE HISTORY, CREATIVITY AND DEPTH WITHIN OUR COMMUNITY.**
- **PROVIDING THE LATEST NEWS, SEVERE WEATHER AND OTHER EMERGENCY-RELATED INFORMATION WHICH GREATLY AFFECTS OUR COMMUNITY WHEN IT MATTERS MOST.**

LOCAL IMPACT

- **OUR PARTNERSHIPS WITH VINCENNES UNIVERSITY, LOCAL K-12 SCHOOLS AND OTHER COMMUNITY SERVICE ORGANIZATIONS PROVIDE A BROAD REACH THROUGH PUBLIC TELEVISION & MAKE UP AN EXTENSIVE EDUCATION & COMMUNITY SERVICE ORGANIZATION.**
- **EXPANDING OUR EDUCATIONAL & COMMUNITY OUTREACH WITH A NEW COORDINATOR POSITION HAS STRENGTHENED OUR EDUCATIONAL AND NON-PROFIT PARTNERSHIPS.**
- **INCREASED EVENT HOSTING HAS BEEN RECEIVED WELL BY THE LOCAL COMMUNITY, PROVIDING VALUABLE INTERACTION WITH COMMUNITY MEMBERS.**

IN THE COMMUNITY

Education & Community Outreach

Vincennes PBS is making strides in connecting with our community through our newly developed Education & Community Outreach Coordinator position. Partnering with local non-profits, we have increased our interactive demonstrations, professional development offerings for educators, and overall awareness in our community regarding the value of Vincennes PBS, along with PBS Learning Media.



IN THE COMMUNITY



"Vincennes PBS has helped to elevate the outreach of the Knox County Community Learning Kitchen in our region. Their partnership has been invaluable in helping to educate our community about eating healthy and have created memories for local children along the way. After all, who wouldn't remember getting a potato from Cookie Monster during a Christmas parade?!"

**Tiffany Muranaka
Knox Co. Community Learning
Kitchen Ambassador of Wellness**

IN THE COMMUNITY

Total Solar Eclipse Weekend Events & Production

Vincennes PBS sponsored the Kids Zone for our community's weekend-long celebration ahead of the Total Solar Eclipse of 2024. We enjoyed helping to entertain families and kids of all ages! On the day of the eclipse we held a live broadcast showcasing the weekend festivities and covering several different sites across our community, as well as a scientific experiment being held by NASA on the Vincennes University campus.



Vincennes  PBS

SATURDAY APRIL 6th
SUNDAY APRIL 7th
10am - 7pm

MONDAY APRIL 8th 10am - 2pm @ Patrick Henry Square
-Bounce Houses-

Meet Luna
Saturday & Sunday
11am - 2pm



IN THE COMMUNITY



IN THE COMMUNITY

Knox County Career Fair for Middle & High School Students

Vincennes PBS served as a sponsor and an exhibitor at the Knox County Career Fair held at Vincennes Lincoln High School in April. The fair served middle and high school students throughout the county schools. We were able to share the magic and passion of public media to hundreds of students with our interactive display, helping to ignite a fire for learning more about our stations and the media industry.



IN THE COMMUNITY



IN THE COMMUNITY



SUMMER CAMP '24
Vincennes University Broadcasting
Vincennes *BLAZER*
PBS WVUB 91.1



IN THE COMMUNITY

Vincennes PBS, along with WVUB-FM hosted a Broadcasting Camp for 20 area students in grades 6-12. Campers were able to get hands-on training inside our state-of-the-art facility and studios with our top-of-the-line equipment and software. They were excited to learn more about our industry and possible jobs available in their future!



IN THE COMMUNITY

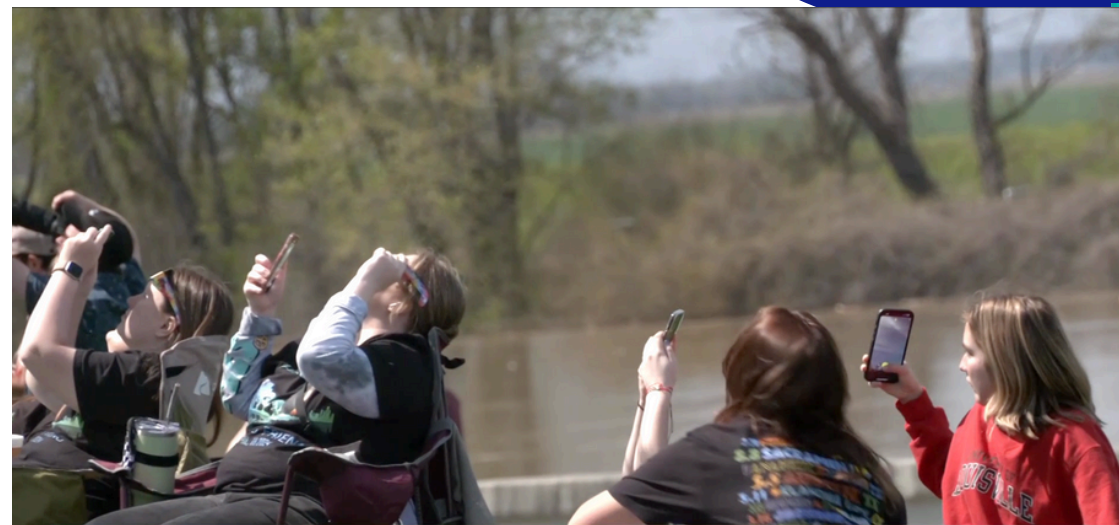
Vincennes PBS Kids Day



IN THE COMMUNITY



First City FOCUS



First City Focus TOTAL SOLAR ECLIPSE 2024



VincennesPBS.org

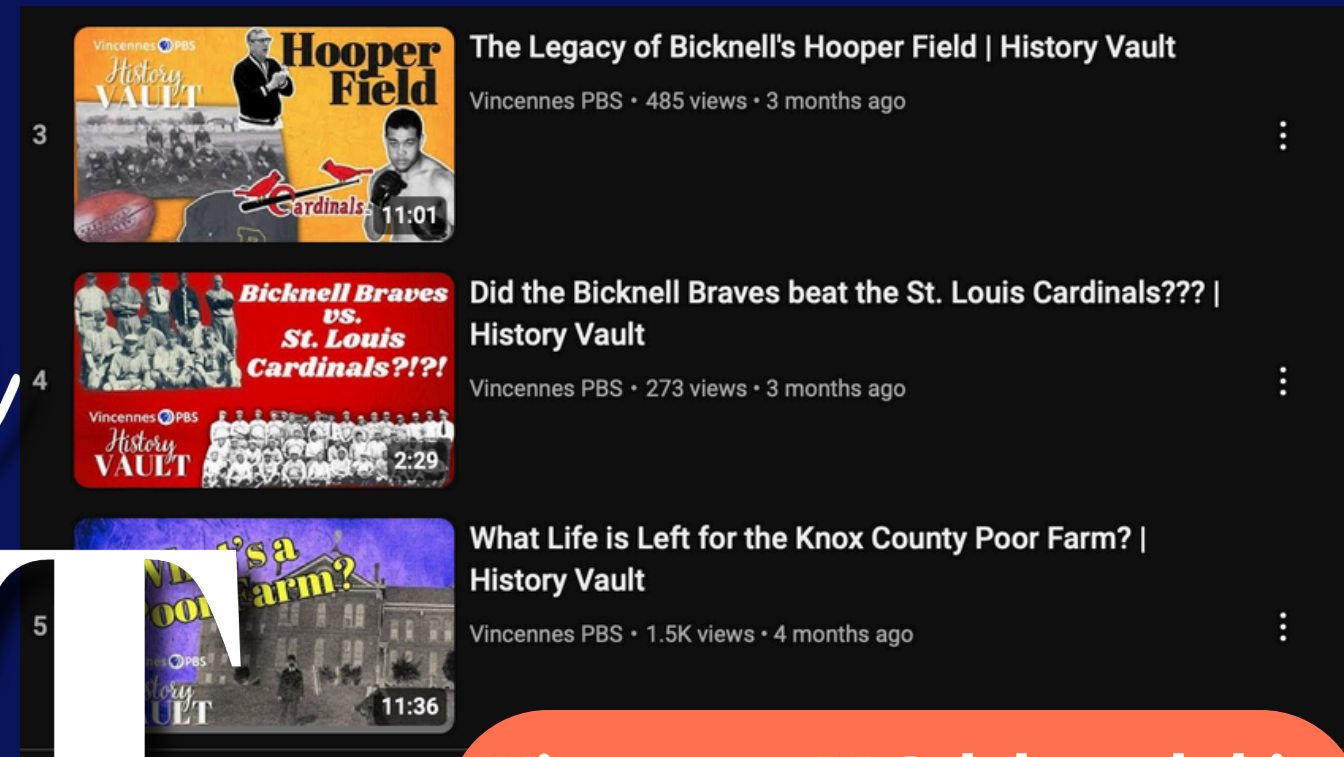


Our weekly public affairs show First City Focus aims to inform our audience about the issues, events, people and organizations important to the advancement of our area.





History VAULT



Vincennes PBS debuted this new digital series in September and is already making waves with it. Focusing on lesser known or untold historical stories featuring the people, places and issues that helped to shape the communities in which our audience lives in.



GROWING SMARTER

Zombie PUMPKINS?!

GROWING SMARTER
Vincennes PBS

Fall MUMS!

GROWING SMARTER
Vincennes PBS

POINSETTIAS

GROWING SMARTER
Vincennes PBS

WINTER PREP

GROWING SMARTER
Vincennes PBS

FALL PLANTING SUPER DEAL

SALE!

GROWING SMARTER
Vincennes PBS

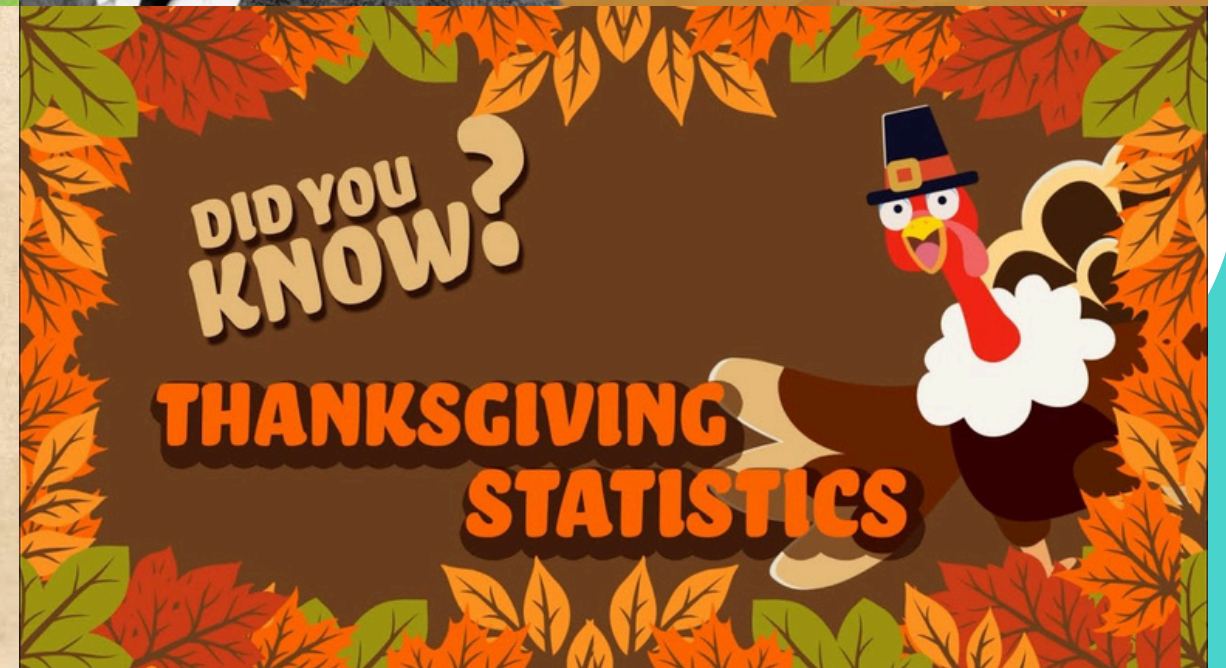
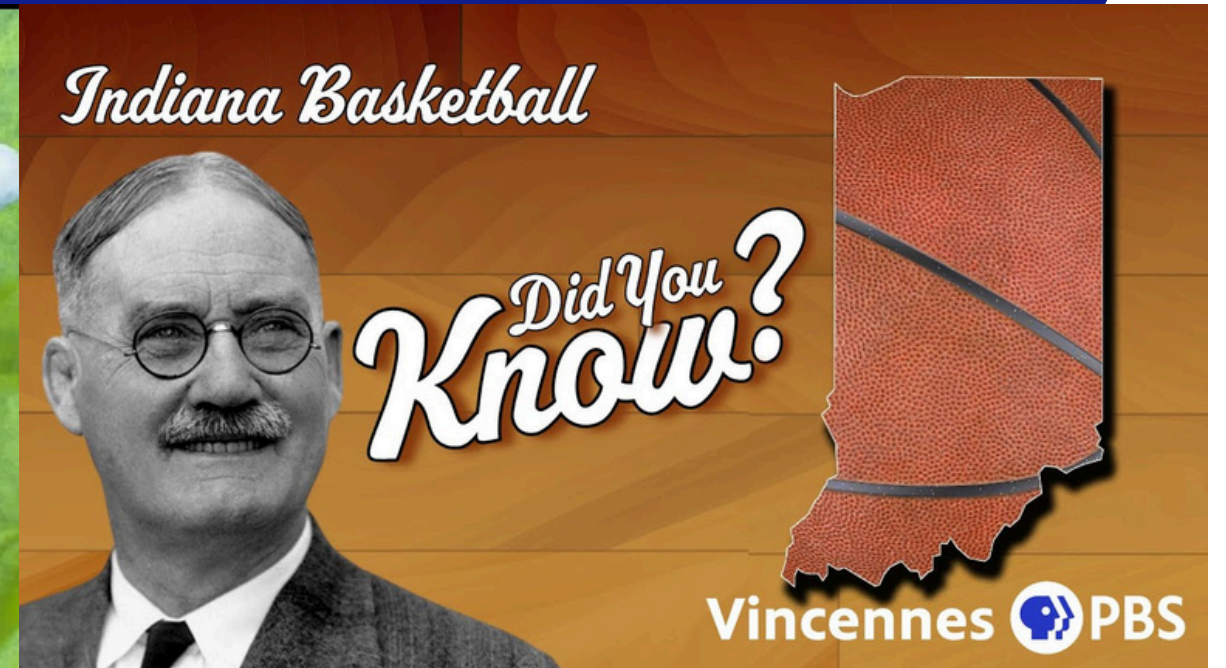
TO RAKE OR NOT TO RAKE?

GROWING SMARTER
Vincennes PBS

These fun digital episodes explore the joy of gardening and outdoor care, sharing helpful tips for all levels. Green thumb, or not, Growing Smarter will help our viewers feel more confident in trying their hand at nurturing nature!

DID YOU KNOW??

Another new digital series *Did You Know??* has fun exploring different traditions and fun facts, bringing them to our audience. Each short piece aims to teach our viewers something new they didn't know before!



NEWS & CIVIC COVERAGE

Vincennes  PBS
NEWSBREAK



Vincennes PBS is proud to be a leader in providing local news & civic coverage for our communities. This includes weekday Newsbreaks posted on social media & broadcast during primetime programming on 22.1 & 22.2.

We also produce candidate profiles during the primary & general election seasons. During the Indiana Legislative Session, local legislators are invited to come in our studio to discuss the bills being considered and answer questions submitted by our viewers, their constituents.

**Knox County
Primary Election
Candidate Profiles**

**VINCENNES COMMUNITY
SCHOOL BOARD
AT-LARGE CANDIDATES
2024**

**SOUTH KNOX
SCHOOL BOARD
DISTRICT C
CANDIDATES
2024**



HOLIDAY PET ADOPTIONS

CONSIDERATIONS BEFORE BRINGING ONE HOME



ART GALLERY EXPANSION GETTING UNDERWAY

RED SKELTON MUSEUM OF AMERICAN COMEDY



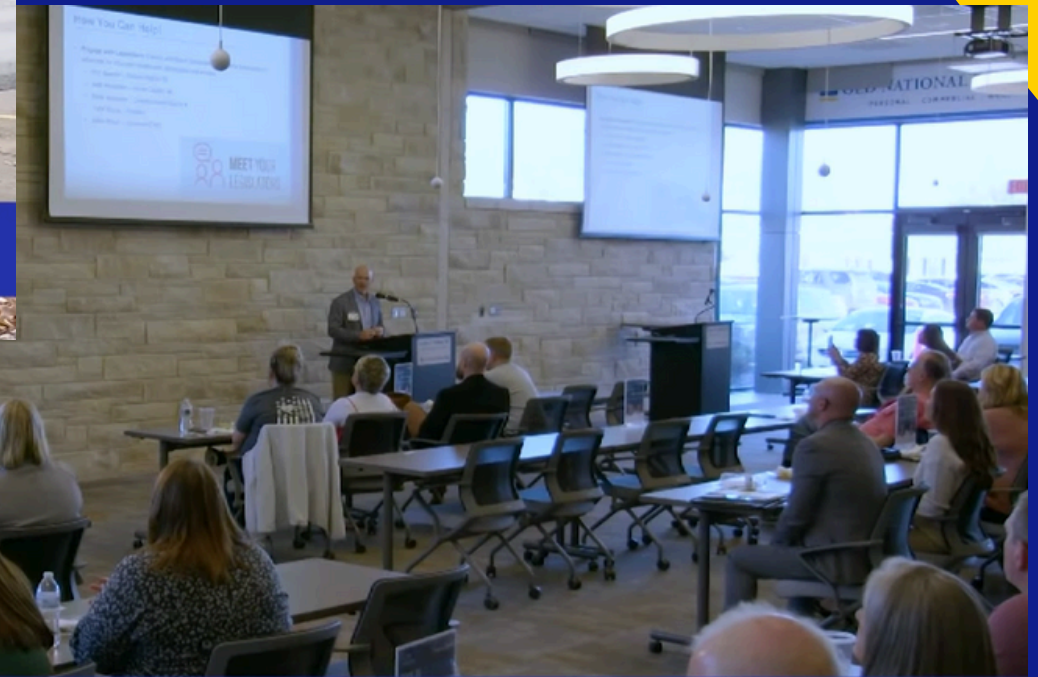
VINCENNES TROLLEY SERVICE

NEW TRANSPORTATION SYSTEM LAUNCHES



SALVATION ARMY DONATIONS ARE DOWN

LESS PEOPLE GIVING TIME OR MONEY



STATE OF HEALTHCARE

GOOD SAM OFFICIALS ADDRESS CHAMBER OF COMMERCE

SUMMARY

Vincennes PBS continues to put the interests and needs of our **community** at the center of all that we do.

Through the production of digital content, on-air programming, alongside our Education & Community Outreach effort and general involvement in the community, we strongly remain a trusted **partner** and **resource** for all who live in our area.

Vincennes



PBS